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SERVING THE TOTAL FOODSERVICE INDUSTRY

JANUARY 24, 1990

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R&I PICKS

50

PEOPLE TO WATCH IN 1990

McDONALD'S QUINLAN

. . . . . AND 49 MORE.

FRESH & WILD TASTE OF THE NORTHWEST

Breakfast Specials

More Inside!
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A CAHNERS PUBLICATION

JAN. 24, 1990

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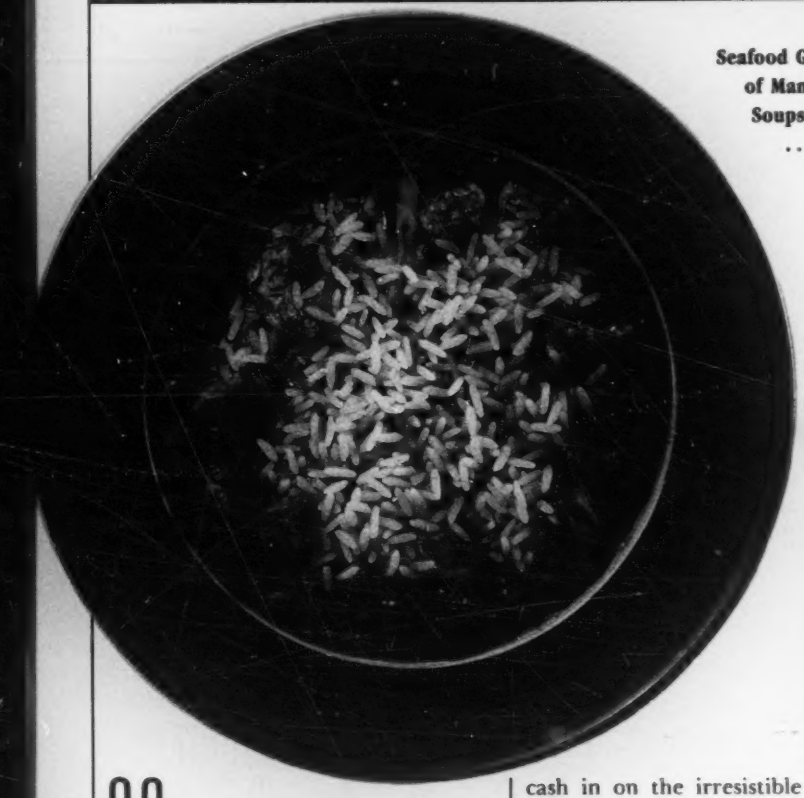

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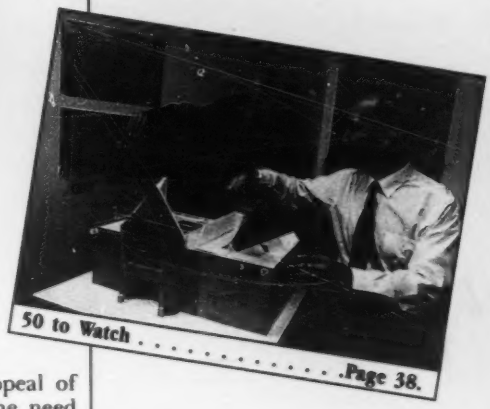

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38 EXCLUSIVE: 50 TO WATCH IN 1990

R&I singles out 50 names destined to make foodservice headlines in 1990. They are as diverse as the new surgeon general, a West Coast supermarket and a chef from Florida.

74 A NEW NORTHWEST PASSAGE

Lewis and Clark move over! *R&I*'s editorial explorers have charted a trail that leads to an exciting but little-known regional cuisine. The culinary classics of the Pacific Northwest grow out of its bountiful supply of indigenous products.

102 THE BAKE SHOP: WHERE THE DOUGH IS

A bakery display case enables Chicago's Hyatt Regency to generate up to $600 extra a day. Find out how to cash in on the irresistible appeal of fresh baked goods, without the need for additional food-prep equipment.

125 SOUP'S ON AND RICE IS IN IT

Rich broths with energy-laden rice make ideal cold-weather combinations. Low in calories and sodium, rice is one of the most digestable of complex carbohydrates. Recipes include Old-Fashioned Chicken & Rice Soup and Tortilla Rice Soup.

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■ DATA DIGEST

Institutions, Full-Service Units Want Fast Food, Too

Results from a recent *R&I* survey show that full-service restaurants and institutions are as eager as fast-food operations to find ways to reduce food preparation time.

On the commercial side, 47.4% of all fast-food units said such a step would be very important, followed closely by full-service restaurants at 45.2% and hotel/motel restaurants at 32.7%. On the institutional side, ever-present budget restraints make reduced prep time even more appealing. Schools, in particular, are interested in simpler recipes (62.3% said it would be very important to their business). Hospitals were a close second (58.3%), followed by employee feeders (46.6%) and colleges and universities (44.1%).

Another question, asking respondents to weigh the importance of offering low-calorie and low-cholesterol menu items, revealed two very different mindsets in the industry: 61.1% of all institutional operators said offering such menu items is very important to their business, while only 32% of commercial operators said the same. In fact, 20.6% of all fast-food operators polled in the survey said offering those items was not at all important to their business.

Discretionary Income Highest in Oil Belt

Discretionary income, one of the key factors driving consumer spending, continues to rise, according to an ongoing joint study by the Bureau of Census and The Conference Board. Defined as the amount of money a household has left over after paying taxes and meeting day-to-day needs, discretionary income reached a total of $319 billion in 1987, or $12,332 per household, up from $11,030 in 1983 (using 1986 dollars).

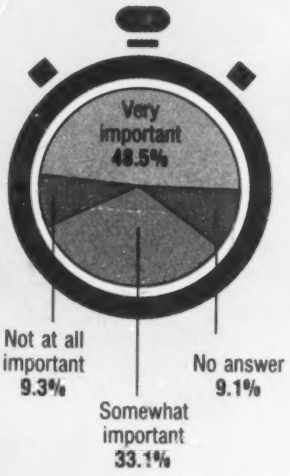
Discretionary income is highest in the West South Central region (the Oil Belt), where it hits $13,615 per household, followed closely by New England ($13,432) and the South Atlantic region ($12,946). Education also is a factor, as discretionary income is highest among households whose head completed five or more years of college ($18,250). For those with only a high-school diploma, the figure is $8,999. Discretionary income also is likely to be higher with age, as the top three groups are 55-59 years, 45-49 years and 60-64 years.

While a host of other factors also play a role in determining the strength of spending at foodservice establishments, consumer spending is higher in regions where discretionary income is strongest.

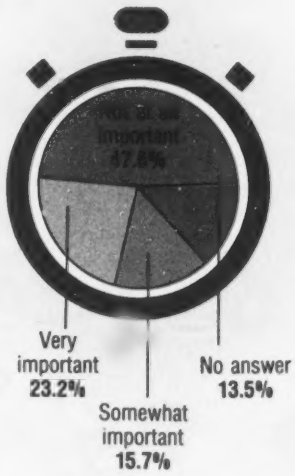
OPERATORS LOOK FOR TIME-SAVING OPTIONS

Nearly half those answering a recent *R&I* survey say that cutting prep time with faster, simpler recipes is very important to their business. And, in an effort to help time-strapped customers, nearly a quarter said that increasing takeout or home delivery also is a very important step for their business.

How important is it to your business to reduce preparation time with simpler recipes?



How important is it to your business to increase takeout/home delivery?



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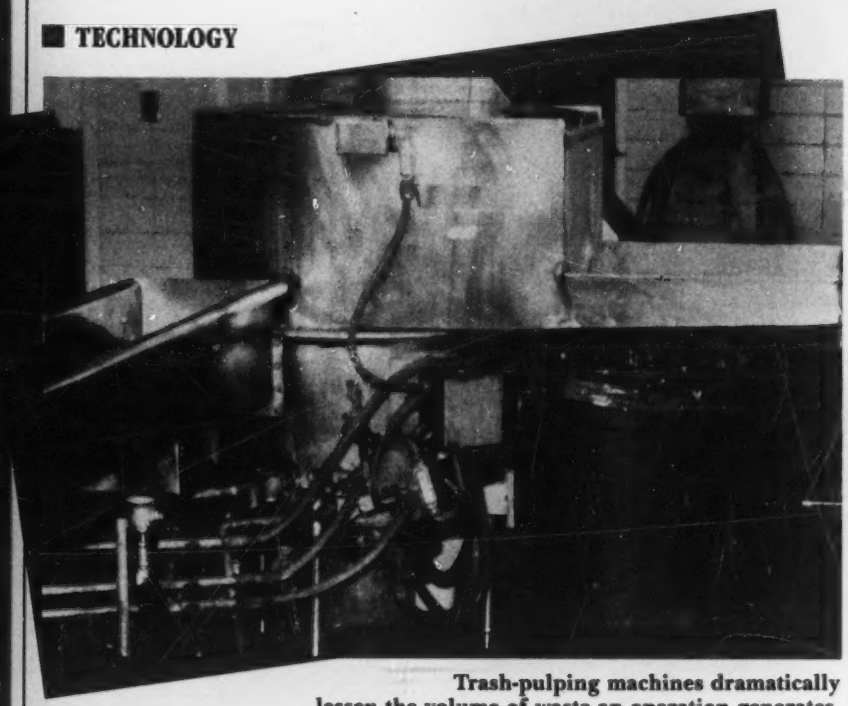
In Brief . . .

The U.S. Department of Agriculture has developed a frozen, concentrated milk that is low-fat, cholesterol-free and can be frozen for up to six months. Scientists at the department's Northern Regional Research Center in Peoria, Ill., removed the fat in milk and replaced it with vegetable oil, which has no cholesterol. The frozen, concentrated milk is reconstituted with water in a 3-to-1 ratio of water to milk. . . . A recent survey by The Roper Organization points out the marketing potential of the 45- to 59-year-old group. The grandparents in this group spend a median of $250 a year on their grandchildren, including meals they share at a restaurant. This group also is more likely to have Sunday brunch at a restaurant (23% vs. 17% of 30- to 44-year-olds). . . . Family dinners eaten together are still important to many Americans. Fifty-six percent of those answering a poll by the Food Marketing Institute and *Better Homes and Gardens* magazine say they eat together every day. Families with working women especially find the dinner hour a time to promote togetherness. These families eat together at least five times a week. ***—Maureen Pratscher***

■ **TECHNOLOGY**



Trash-pulping machines dramatically lessen the volume of waste an operation generates.

Solid-Waste Solutions Aid Operators, Environment

Trash pulpers, waste-to-energy plants and recycling methods all reduce operator costs and pollution.

The kitchen at the 600-room Lutheran General Hospital, Park Ridge, Ill., serves a typical meal to approximately 500 people. At meal's end, the trays return to the dishroom, complete with forks, cups, tray lids and other plastic items, paper napkins and leftover food. All of this garbage is fed by employees into a trash-pulping machine. The result? Meal waste from 500 people fits into one garbage bag.

This efficient use of cubic space taken up by garbage at Lutheran General reflects a growing concern in the foodservice industry about the nation's (and world's) environment. As the nation's available landfills fill up and close, reducing the amount of solid waste a foodservice operation generates is becoming a more important factor.

Total municipal solid waste, from households, municipal and industrial sources, as well as foodservice, totaled nearly 158 million tons in 1986, up 80% since 1960, according to the Environmental Protection Agency. Even though the waste contributed by foodservice is a very small part of the total, operators pay the rising costs of hauling trash to landfills (see sidebar).

The amount of trash produced by Lutheran General's pulper reduces costs in several ways, according to Keith Sas, assistant director of food operations. Employees remove only china and silverware from each tray; they waste no time separating the remaining waste before it enters the pulper. The staff also does not have to constantly empty the garbage into a dumpster. Less trash in the dumpster means fewer trips to the landfill, saving on hauling costs.

Pulpers combine trash with running water, grind it to a pulp, extrude the water (which then recirculates with more fresh running water) and discharge the semi-dry pulp. One manufacturer says that pulpers generally reduce trash volume by 85%. Discharge is either in an adjacent receptacle or through pipes to a remote trash storage location.

At a Pratt & Whitney employee cafeteria in West Palm Beach, Fla., which serves 2,600-3,000 employees at lunch, a trash pulper has reduced lunch waste from 27 bags to five, according to Frank Burrows, district manager at Lackmann Food Service, a New York-based contract foodservice company. Because the pulp contains all of the trash fed into the machine, Burrows likens the process to "turning a ton of feathers into a ton of lead."

Another way to reduce trash storage space is by using a trash compactor. Compactors use tons of hydraulic force to fit a number of cans' worth of garbage into one trash bag. Deodorizers help eliminate odors, particularly where wet garbage is compacted.

Disposers, smaller than many pulpers and compactors, grind food waste in the same manner as domestic disposers and can send the end product through a pipeline to a remote location. Disposers come in a variety of sizes; larger models handle large amounts of bones and other hard materials.

Balers compress large amounts of corrugated cardboard and waste paper and tie them into bales for hauling to a recycling center or a landfill. Aluminum balers also are available.

Paper and aluminum products long have been known for being recyclable. Plastic products such as foam cups and containers, soda bottles and milk containers also are recyclable, and recent steps by a group of polystyrene manufacturers are giving the benefits of plastic recycling a higher profile.

Whether a foodservice operation sends its trash to a landfill, recycling center or an incineration plant, hauling charges are reduced if the operation generates less trash. For example, a coffee house operated by the Associated Students of the University of California at Los Angeles (ASUCLA) has sold a thousand reusable ceramic coffee mugs to students for $4.50. When used, these mugs take the place of a

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EQUIPMENT

Operators who reduce the amount of garbage generated stand to save money on hauling costs.

TRASH HAULING COSTS GO UP, UP AND AWAY

As the number of available landfills goes down—because of present sites filling up and the shrinking number of new landfills—the cost of hauling trash has gone up for operators. The average cost, or tipping fee, to commercial refuse companies for dumping refuse at solid-waste landfills has risen dramatically since 1984, according to the National Solid Wastes Management Association. Between 1987 and 1988, for example, the average cost rose approximately 32%.

Average tipping fees for national sample landfill sites:

1988	**$26.33**
1987	**20.36**
1986	**13.43**
1985	**11.93**
1984	**10.59**

As part of a recycling effort, Gorin's sells empty ice cream barrels to patrons for home storage uses.

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disposable foam cup that eventually would have ended up in the waste stream. Half-price refills encourage students to use their mugs, according to Rob Clarke, division manager and project coordinator.

At ASUCLA operations where the ceramic mugs are not sold, coffee comes in washable hard plastic cups. A special bin for used cups is next to the trash cans. While not all customers sort the cup from their trash, the stores reclaim, wash and reuse about 25% of the cups sold, says Clarke.

Plastic utensils also are reusable at ASUCLA stores, says Clarke. The warewashing process does not melt or deform these utensils.

Reusability is not a factor in dealing with the plastic barrels Atlanta-based Gorin's Homemade Ice Cream uses for shipping ice cream to its 32 stores. Because the Georgia Department of Agriculture prevents the processing plant from reusing the 1½- and 2½-gallon barrels, a recycling plan was introduced approximately six months ago, according to Jim Baugher, Gorin's director of internal operations.

The barrels' manufacturer helped Gorin's find a nearby recycling plant that handles high-density plastics. The staff of each Gorin's operation cleans and sanitizes empty barrels, which then are shipped back for storage at corporate headquarters. Empty barrels are sent to the recycler in lots of approximately 6,000.

To ensure participation from its franchised and company-owned stores, Gorin's places a 25-cent deposit on each barrel the operation receives. These operations get their money back upon receipt of the clean, empty barrel at headquarters. The chain currently goes through 80,000 barrels per year, says Baugher.

A colorful display offers empty barrels to customers for 69 cents each. So far, patrons only buy approximately 1% to 2% of the used barrels, says Baugher, but offering them for sale is one more way to keep the barrels from entering the growing waste stream.

Whether the garbage is pulped, compacted, ground or recycled, reducing the amount generated by an operation saves money in hauling fees and keeps the environment a little cleaner.

—Rob Townsend

ACTION EXPRESS

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RESTAURANTS & INSTITUTIONS, a Cahners publication
1350 E. Touhy Ave., P.O. Box 5080, Des Plaines, IL 60017-5080 Phone: 708/635-8800.

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RESTAURANTS & INSTITUTIONS (ISSN 0273-5520) is published biweekly (with an additional issue in February, May, July, September, November, and two additional issues in March) in national, demographic and separate editions by The Cahners Publishing Company, A Division of Reed Publishing USA, 275 Washington St., Newton, MA 02158-1630. Terrence M. McDermott, President; Charles H. Moodhe, Senior Vice President/General Manager, Chicago Division; Jerry D. Neth, Vice President/Publishing Operations; J.J. Walsh, Financial Vice President/Magazine Division; Thomas J. Dellamaria, Vice President/Production and Manufacturing. Circulation records are maintained at Cahners Publishing Company, 44 Cook St., Denver, CO 80206-5800. Phone: 303/388-4511. Second-class postage paid at Denver, CO 80206-5800 and additional mailing offices. Postmaster: Send address corrections to RESTAURANTS & INSTITUTIONS at our Denver address. RESTAURANTS & INSTITUTIONS copyright 1990 by Reed Publishing USA; Ronald G. Segel, Chairman and Chief Executive Officer; Robert L. Krakoff, President and Chief Operating Officer; William M. Platt, Sr. Vice President. Annual subscription rates for nonqualified people: USA, 1 year $99.95, 2 years $189.95; Canada/Mexico, 1 year $139.95, 2 years $239.95; other countries surface mail, 1 year $185, 2 years $315; and air mail, 1 year $285, 2 years $515. Except for special issues where price changes are indicated, single copies of regular issues are available for $10 (USA, Canada/Mexico and foreign). Please address all subscription mail to RESTAURANTS & INSTITUTIONS, 44 Cook St., Denver, CO 80206-5800. RESTAURANTS & INSTITUTIONS has also been published as "INSTITUTIONS, Magazine of the Service World" and INSTITUTIONS/VOLUME FEEDING MANAGEMENT.